



A Study of Brand Promotion Strategies of Company

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Abstract

With the help of technology, information and capital globalization, barriers to the production and consumption of products and services have been removed everywhere. Today, it is all too common for any kind of industry to appear anywhere in the world in such a short time. The production of goods or services is no longer the business of just a few economies. The theme of today's modern economic order is brand image rather than production capacity. In that context, brand image is one of the most important indicators of competitiveness today. One of the most important assets of companies is brand equity. So many companies are leveraging this value in their new products and services. So branding strategy is very important issue. Well-designed strategies will give companies an edge over their competitors in an irresistible competitive environment. In this study, automobile brand and brand promotion strategies are considered.

Keywords: Advertisements, strategy, India, commercial, company.

1. Advertising.
2. Sales Promotion
3. Publicity
4. Personal Selling

Generally marketing communication is undertaken to pass on the message of a product or sale to the ultimate consumers. Thus, there are three elements in this process.

The purpose of advertising is motivating but to sell something a product, a service.

The real objective of advertising is effective communication between producers and consumers. In other words the ultimate purpose all advertising is "Increased awareness" list of the following specific objectives of advertising.

The process of selling is ensured by personal selling supposed by advertising and sales promotion. Of these three methods personal selling occupies the predominant role mainly because of the personal element involves. It may be described as a personal source rendered to the community in connection with marketing of goods.

I. INTRODUCTION

Promotion is true that products are manufactured to satisfy the needs of the consumers. But alone is not enough. Today the responsibility of the manufacturers does not cease with physical production whatever may be the nature of the product. Present-day marketers are consumers oriented where it is the duty of the manufacturers to

Know from where, when, how and what price the products would be available. Successful marketing consists in offering the right product of the right price of the right place (and time) with the right promotion.

In course of time, various activities came into vogue designed particularly to help easy sale of goods. These activities are commonly known as promotional Mix. The marketing communication Mix also called as the "Promotion Mix" consists of four major tools.

II. REVIEW OF LITERATURE

Automobile gained immense popularity in India by manufacturing economical ULCCs thus providing individuals what they desired for a long time. The concept of low-cost cars may be restricted to specific regions in the beginning like India and Russia where per capita income is low and fewer resources are available to the individuals. But changing economies have led other developing countries to consider manufacturing/importing ultra-low-cost vehicles to fulfill requirements. In this way, populated and developed countries could be those regions where requirement of ultra-low-cost cars is substantially high. Nevertheless many of those countries do not possess operational capabilities to manufacture ULCCs therefore competent manufactures all over the world could serve the purpose. Automobile have an excellent ultra-low-cost vehicle which it could export to many regions and countries of the world where their requirement is



getting high day by day. These regions may include Europe/ North America and other adjoined countries of India in Asia.

Automobile always monitor its capabilities and potential to utilize opportunities in the ever evolving automobile industry to make continuous and increasing economic welfare through technological research and development. The Automobile had successfully done this by manufacturing one of the most low-cost and efficient vehicles. Other core competencies which automobiles had embedded in organization' philosophy and structure were expansion and acquisition and merger. The company acquired big brand cars which retained its ultimate competitive advantage to it.

Another core competency is the location of the automobile. Being operated in India gives an opportunity to understand the market needs and requirements fully and manufacture products accordingly. The labor costs are also greatly reduced by operating in India where low wages helped organizations to source 97% of components in India. The production of high-volume parts is expensive and difficult but Automobile enjoyed the advantage of its location thus achieving the greatest competitive advantage over its global competitors.

To further identify and assess competitive advantages that Automobile would enjoy in automobile industry, it is first required to overview the competitive environment it is surrounded by. The increasing and Aspirational middle and working class of India desire to have economical and affordable vehicles. To bring the joy of ting to millions of individuals and to target potential customers, automobile came with their Nano cars. It was only possible by studying and tracing the potential market advantage of Indian automobile industry which is mainly characterized by cost-cutting strategies and policies. In this way, Automobile manufactured and delivered standardized and economical vehicles to those millions of Indians. The Nano partners and engineers didn't come up with conventional car models with high horse power engines. Instead, they manufactured low horse-powered vehicles which could effectively serve the purpose and provide transport facilities in jam-packed cities of the India.

Cost-cutting is directly related with new emerging markets as customers all over the world now prefer less expensive cars due to certain reasons such as low incomes, inflation and high fuel rates. This eventually led automobile manufactures operating all over the world to deliver economical cars so that millions of people could afford their own means of transportation. Nevertheless, it restricted

the amounts of profit returns for those manufactures but small profits with increased customer loyalty and product demand served the purpose fully. Automobile eventually gained competitive advantage in the market by developing Nano Car and selling it for only \$2,500. The profit returns were small but large number of people in India found this affordable. In fact individuals who can't afford a \$5,000 vehicle could now easily buy a four-wheel vehicle.

The increased automobile (commercial and passenger) sales and a general motorization concept in India supported the competitive advantage of automobile Nano ULCCs. Automobile sold millions of units in few past years and is also willing to spend \$1.5 billion dollars in next four years to maintain its competitive advantage. Currently automobile Nano is ranked at top among its competitors in the market including QQ3 manufactured by Cherry automobiles in China, M800 manufactured by automobile in India, and Merrie Star and S-RV mini SUV manufactured by Geely automobiles in China. All cars other than Nano are being sold at a price which doesn't immediately compete with Nano which is being sold at \$2,500. Other potential competitors that have announced to produce ultra-low-cost cars , VW and automobile in India, China and Russia in near future. But these companies could only target potential market segments and competitive advantage over Automobile's Nano if only they become able to deliver low-price cars. The announced ultra-low-cost car of Toyota was, however tagged with a price of \$6,900-\$7,850 which by no means competes with \$2,500 Nano ultra-low-cost car.

III. OBJECTIVES OF THE STUDY

- To study the promotional activities offered by Automobile limited.
- To identify the impact of sales in the market by using promotional strategies of Automobile limited.
- To study the influence of schemes offered by firm on sales.
- To study the customer's awareness towards the after sale services offered to him or her.
- To find out the factors that influences to the buy Automobile.

IV. RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the problem. It may be understood has a science of studying how research is



done scientifically. In it we study the various steps that all generally adopted by a researcher in studying his research problem along with the logic behind them.

The scope of research methodology is wider than that of research method.

MEANING OF RESEARCH

Research is defined as “a scientific & systematic search for pertinent information on a specific topic”. Research is an art of scientific investigation. Research is a systemized effort to gain new knowledge. It is a careful inquiry especially through search for new facts in any branch of knowledge. The search for knowledge through objective and systematic method of finding solution to a problem is a research.

DATA COLLECTION

For any study there must be data for analysis purpose. Without data there is no means of study. Data collection plays an important role in any study. It can be collected from various sources. I have collected the data from two sources which are given below:

1. Primary Data

- Personal Investigation
- Information from correspondents
- Information from superiors of the organization

2. Secondary Data

- Published Sources such as Journals, Government Reports, Newspapers and Magazines etc.
- Unpublished Sources such as Company Internal reports prepare by them given to their analyst & trainees for investigation.
- Websites like Automobile, Coimbatore official, some other sites are also searched to find data.

Sample Size:-

Questionnaire is filled by 132 customers of Automobile, Coimbatore The questionnaire was filled in the office and vital information was collected which was then subjects to:-

- Data collection was also done with the help of personal observation.
- After completion of survey the data was analysed and conclusion was drawn.

- At the end all information was compiled to complete the project report.

V. FINDINGS

- In current market scenario, respondents give maximum no. of weight age to price then after they consider mileage and colors respectively.
- The study shows that 36% respondents are fully aware 58% respondents are partially aware and 6% respondents are not aware about the models of Automobile.
- The study shows that automobile dealers provide service of best class which is appreciated by its customers.
- The study shows that most of the respondents prefer Automobile Vehicles mainly for its better service quality.
- The study show that 42% respondents are come to know from TV advertisement and 18% respondents are come to know from Radio Broadcasts , 12% from newspaper & Magazines 28 % From others.
- The study shows that more respondents give more points to Price.

VI. SUGGESTIONS

Automobile require meeting the requirements of the customers in the first place which it substantially fulfilled in previous years but due to changing marketing trends, the manufacturing of economical vehicles only will not serve the purpose. Customers will obviously demand economical cars accessorized with modern equipment and facilities. Automobile are working effectively in the field of after sales service and thus more improvement shall increase sales to a higher scale.

VII. CONCLUSIONS

It was good learning session for me during my tenure with the company. While doing the project, I learned about different vehicles features & customer behavior & satisfaction level towards motor vehicles. I got the practical exposure to know about



the eligibilities & documentation to be fulfilled by the customer to meet the requirements of the financier & also how to handle customers when they are in showroom. Majority of the customers at Automobile purchase the vehicles by finance. So, a good care is taken on account of explaining the schemes & procedures of various financiers to the customers.

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